



Economic Development Advisory Board Minutes

March 10, 2020 at 8:15 a.m.

Chapman Room
401 S. Park Ave. | Winter Park, Florida

Present

Bill Segal, Michelle Heatherly, Wes Naylor, Sheila DeCiccio, and Joel Roberts

Peter Moore, Kyle Dudgeon

Absent

Mike Miller, Tara Tedrow, Betsy Gardner-Eckbert

Meeting called to order

Meeting was called to order at 8:18 am.

Approval of minutes

Motion made by Sheila DeCiccio, seconded by Wes Naylor, to approve the February 11, 2020 minutes.

Motion passes 4-0.

New Business

1. Swoope Site 631 N. New York

Assistant Division Director, Kyle Dudgeon, provided an update to the site plan and overall progress of the proposed use of the city-owned Swoope site located at 631 N. New York Ave. Mr. Dudgeon provided a layout of the proposed site plan which includes a 6,000 SF building for city use to consolidate the cemetery, golf course, and Central Park maintenance equipment. In addition he explained the layout of the parking, retention area, potential location for leasable parking to adjacent building owners, and improved landscaping along the golf course frontage. As mentioned previously, this project will open up a \$4 million revenue opportunity for the cemetery by allowing the old maintenance site next to Palm Cemetery to be converted to a columbarium. Staff explained that site plans and renderings are currently underway for that project. Board members asked staff about the cost of the improvements which staff said would range from about \$800k - \$900k for the 6,000 SF building and surrounding site work and landscaping. The board also compared the revenue opportunity against the total cost of the project at both sites at 2 to 1. Board members also asked questions regarding the cemetery business, existing capacity, and outlook. Staff explained that this project offers a fairly good chance at passing as it creates a revenue opportunity for the city, does not require the sale of any land assets, and consolidates required city services into a single efficient location. **Sheila DeCiccio made a motion to approve the project concept as presented and move it to Commission, seconded by Wes Naylor. Vote passed 4 - 0.**

2. Non-Taxable Property Analysis

Mr. Dudgeon presented the Board the findings from a review of exempt value and exempt properties in Winter Park as they compare to other cities in Orange County. He stated that when looking at property value that is fully exempt, the city has about 8% of its value off the tax rolls, however when all exempt value is added (including homesteads) the number increases to about 12%. Overall, the city's fully exempt number is about in the middle of other municipalities in the county, while the overall exempt number is lower on average than other cities. The Board discussed the impact of recent properties purchased by hospital systems on the tax base and also discussed that perhaps the perception of Winter Park having more exempt property than others is due to the size of the city, verses Orlando, which has higher exempt values, but awareness of exempt transactions may not be as widespread.

3. Non-Taxable Property Analysis

There was no Chamber update.

4. Board Appointment Update

Mr. Dudgeon provided a current list of the board members and their respective terms and discussed the process of applying to be reconsidered as a member again.

Board member Michelle Heatherly arrived and the board asked her to provide her opinions regarding the recently approved Orange Avenue Overlay district. Staff and the board discussed the overlay and its basic facts.

Board Chair, Bill Segal, asked staff about the process for how applicants opening a business in the city can get information to better ensure a smooth process through permitting. Staff provided the existing process to the board and discussed that this will be an ongoing topic at future meetings.

There being no further business, the meeting adjourned at 9:25 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon